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ABSTRACT

This book offers colleges and universities information on contract training with business and industry, suggesting ways to blend corporate education programs into the organizational structure of both the educational institution and the business organization, and providing guidelines for obtaining contracts and delivering programs. Included also are brief descriptions of such programs at 50 institutions in the United States and Canada. The three chapters of Part 1 include: "Why Colleges Engage in Contract Training," in which Kathryn Mannes traces the history and evolution of contract training and reviews the benefits of this activity for colleges and universities; "Partnerships as a Means to Contract Education," in which James Broomall urges that contract education programs be expanded beyond the traditional client-vendor relationship to true partnerships between institutions of higher education and their training clients; and "Guidelines for Contracting with Organizations," in which Carol Aslanian identifies commonly held misconceptions that can impede getting contracts and provides some do's and don'ts for colleges when dealing with organizations. The second half of the book presents one-page descriptions of contract training programs at 50 institutions (two- and four-year, large and small, public and private, located in varying geographic areas) which include institution, students, content, schedule, methods, faculty, location, college services, organization services, contract charges, and contact information. (DB)

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